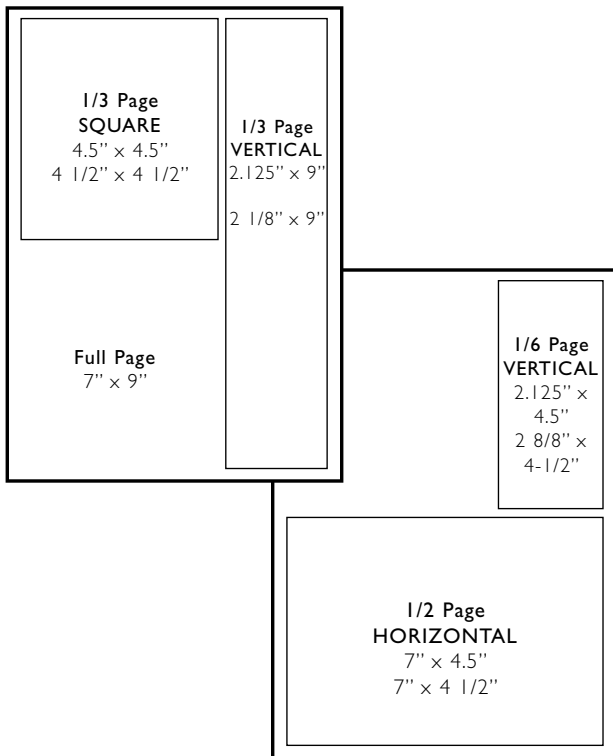




PRODUCTION SPECIFICATIONS

AD DIMENSIONS



Trim Size: 8" X 10 1/2"
(No bleeds permitted on ads)

Setup

- Keep live matter 1/2" from trim on top, bottom and sides.
- Gutter bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for bindery.

Accepted media:

- CD
- E-mail - Files which are 3 MB or smaller may be emailed to: fsmith@leisurepublishing.com
- Internet - Larger files may be uploaded to our client file upload site at: <http://owl.leisurepublishing.com/>

Need help? For material submissions, contact Felisha Smith, traffic coordinator, at 540-989-6138 or e-mail questions to fsmith@leisurepublishing.com

DIGITAL SPECIFICATIONS

WE RECOMMEND THAT A HARD COPY PROOF BE SUBMITTED.

Preferred format:

PDF

Electronic Files:

Digital files may be supplied on CD or via email. Files must be MAC compatible formatted using the following software:

- Adobe InDesign CS2/CS3

Photographs:

- Scan at 300 dpi at actual size.
- Save as EPS.

Line Art:

- Scan at 1200 dpi and save as EPS.
- List file names, and all graphic files must be linked to document.
- Include a hard copy of your files for proofing.

General Information:

- All color MUST be CMYK, we do not print PMS or RGB.
- Include all FONTS (printer AND screen) with your document.
- No embedded or nested files.
- No TrueType fonts.
- No bleed ads.
- The publisher cannot be responsible for color quality on ads supplied without proper pre-press proofs.

Submissions may be emailed to:

fsmith@leisurepublishing.com

All PDF files must be professionally prepared using Acrobat Distiller. Please request prep specifications if you have questions.

Media Labeling Requirements:

- Advertiser Publication & Issue Date
- Agency Name, Address, Return Information for materials
- Contact Name & Phone
- A directory listing of contents of disk (files, images, fonts, etc.)

Sales Close: 10/30/09

Space is limited and may sell out before sales close.

All Materials Due By: 11/11/09